

**IX CALL FOR RESEARCH FUNDING APPLICATIONS
REAL MADRID CHAIR – UNIVERSIDAD EUROPEA
REAL MADRID INTERNATIONAL SCHOOL – UNIVERSIDAD EUROPEA**

INTRODUCTION

In order to support and foster scientific research of excellence and the generation of new knowledge that can be used in the comprehensive management of leisure, health and sport, it has been decided to publish this **IX Call for Research Funding Applications from the Real Madrid Chair - Universidad Europea, Real Madrid International School - Universidad Europea**.

This call for applications, which will select a number of research projects in various categories from the field of sport, is open to research groups of excellence consisting of both established researchers with extensive experience and young researchers of recognized standing who lead both individual and team-based projects.

The research groups may consist of researchers from universities and other entities focused on research or engaged in research activities.

UNIVERSIDAD EUROPEA will monitor the development of accepted projects, assessing compliance with the targets set for each one of their stages.

TERMS AND CONDITIONS OF THE CALL FOR APPLICATIONS

ONE. Purpose

The purpose of this call for applications is to govern the procedure for awarding financial aid - in a public, objective and competitive tendering manner - for the undertaking of research projects of excellence in the field of sport within a framework of partnership with the Real Madrid International School - Universidad Europea.

TWO. Types of Project and Duration

Applications from both basic research and guided or applied research projects will be accepted. Development of the latter must prove useful for the creation or improvement of products, processes and services.

The research projects must fall under one of the following categories:

NEW MEDIA

- How new media are changing the way sport is consumed and how new channels for communication between fans and their clubs/idols are emerging.
- Understanding of how the Internet has revolutionized television, transforming technology, content, companies, consumer habits and distribution models. The customization of supply to these changes.
- Creation of personal brands for athletes based on the social media networks.
- Broadcasting rights, a growing business. The advantages of joint negotiation compared with individual club negotiation.
- The evolution of social media networks from prior commercialization of an event to monitoring the event, a source of information and interaction with the sports event.

- Corporate communication: athletes as club spokespersons and opinion leaders. The creation of interesting in-house content by clubs, teams and athletes.

TECHNOLOGY

- How technology is changing the way sport is consumed both within and beyond the stadium.
- How technology is helping the development of training methods.
- How technology is helping amateur and mass-market sport.
- Application of technology to the management of sports facilities/organizations.
- Wearables in professional and amateur sport.
- The concept of gamification and sport as a social game.
- Data analysis, analysis of the competition (with the use of technology) scouting.
- Big data

MARKETING AND SPONSORSHIP

- The expansion plans of leading leagues and clubs around the world. The arrival of American sports in Europe.
- The globalization of brands and sponsorship strategies.
- The growth of new brands that threaten the dominance of other traditional brands.
- The case of brands as drivers of the new way to communicate through content creation.
- How increased profitability is sought from values.
- How brands seek out the athletes with the greatest presence and influence on social media networks for their sponsorships.
- How brands seek profitability from investment with quantifiable objectives. Development of new metrics in global marketing strategies.
- How Wi-Fi connectivity is growing at stadiums and pavilions as a marketing tool.
- How companies are accelerating their involvement and support for sports events.

EXERCISE AS MEDICINE / PRESCRIPTION FOR EXERCISE

- The rise of physical activity as a means to gain health and social well-being.
- Physical exercise as treatment and prevention for specific pathologies.
- The social impact of sport on health and life expectancy.
- Exercise units at hospitals.
- Economic impact of physical exercise on healthcare expenditure savings.

THE IMPACT OF SPORT ON THE ECONOMY AND SOCIETY

- The impact had by the sports industry on the country's economy in terms of employability, GDP, health, etc.
- The impact of a global sports event.
- Evolution of sports companies and organizations. From amateurism to professionalization of the sports industry.
- Urban development alongside sports development. The legacy of major sports events.
- Volunteering as a fundamental part of developing a major sports event.

TRAINING, NUTRITION AND SUPPLEMENTS IN SPORT

- Scientific progress in the search for the greatest possible performance from the human race. The records set by athletes.
- Impact of high performance on the health of athletes.
- Sports coaching.
- Mental training.
- The increase in the number of amateur athletes as a driving force behind the rise/development of new areas in the field of health and nutrition.
- Trends in the field of training, such as crossfit or those indicated by the ACSM for 2016 in the world of fitness: 1. Portable technology. 2. Body Weight Training. 3. HIIT. 4. Strength Training. 5. Education, Certification and Experience of Fitness Professionals. 6. Personal Training. 7. Functional Training. 8. Training programs for adults and the elderly. 9. Exercise and weight loss.

10. Yoga. 11. Personal training in groups. 12. Promotion of health in the workplace. 13. Wellness Coaching. 14. Outdoor activities. 15. Specific sports training. 16. Flexibility and mobility rollers. 17. Mobile exercise apps. 18. Circuit training. 19. Core training. 20. Measuring the result.
- Different training systems: Concurrent training. Reverse periodization.
 - Sports ergogenics.
 - Ergogenic effects of caffeine, amino acids, non-vitamin antioxidants. Dissociated diets.
 - Intervention of physical activity-nutrition-psychology in the treatment of metabolic pathologies.

The projects falling under the above categories may be submitted as individual projects or coordinated projects. Coordinated projects, which must have a multidisciplinary approach, must comprise two or more subprojects undertaken by an equal number of research teams - either at different entities or the same entity, provided they belong to different departments, research institutions or research centers. Coordinated projects are research projects unto themselves in which each subproject is focused on specific and complementary aspects of an overarching project.

In the event that different entities are involved in the project, the beneficiary entity will be the one to which the lead researcher of the coordinated project belongs. For projects submitted as coordinated projects, adequate justification of the need for such coordination to tackle the proposed objectives must be provided, as well as the expected benefits from said coordination. Each subproject will require a lead researcher in charge of developing the activities assigned to their subproject. Furthermore, one of them will act as project coordinator and be responsible for oversight and scientific coordination, without prejudice to the beneficiary entity's responsibility over the funding awarded.

The projects submitted to this call for applications must have a maximum implementation period of one year's funding from this call for applications. In the specific case of this call for applications, the project execution period is defined as from July 1st 2017 to June 30th 2018, regardless of the date on which the agreement referred to in Section Ten is signed.

In exceptional cases - for those research projects that require more time for completion due to their characteristics or scope - it may be possible to extend the funding for three months following a duly grounded request.

THREE. Beneficiaries

Any university or entity focused on research or engaged in research activities with its own legal status and sufficient capacity to operate will be eligible to apply and become a beneficiary from the funding awarded through this call for applications.

Any individuals with research skills forming part of the workforces at the entities mentioned in the above paragraph may submit projects as researchers, directors or scientific-technical execution managers.

The entities submitting applications must have sufficient infrastructure, resources and equipment to develop the project or activity for which funding is requested under the conditions indicated in each section of this call for applications.

The lead researcher on the project must meet the following requirements:

- Be in possession of a doctorate qualification.
- Have employment ties to the applying center and be in a situation of active service.
- Have management-guaranteed research experience in the fields of this call for applications or be involved in research projects funded by entities of recognized standing that have led to scientific publications, preferably international publications subject to review.
- When having previously enjoyed funding from this Chair in past calls for applications, have satisfactorily met the objectives.

The lead researchers must meet said requirements on the day this call for applications is published.

FOUR. General Requirements

The projects submitted to this call for applications must be original and unpublished, as well as of a clearly innovative nature. The Project Report must contain detailed information on the new development and progress it is expected to bring to the corresponding field of research.

Neither the lead researcher nor any member of the research group may appear as researchers in more than one project submitted to this call for applications.

The Project Report must mention any funding requests made to other institutions.

FIVE. Form and Deadline for Submitting Applications

Applications must be sent by email to proyectosrealmadriduem@universidadeuropea.es, using the template provided in the application forms included in Annex II of this call for applications.

Said template may also be downloaded from the website at <http://realmadrid.universidadeuropea.es/catedra-real-madrid>.

The deadline for submitting applications will be June 9th 2017, at 15:00 h. The above email address must also be used for submitting any queries related to this call for applications.

Once the application has been received, in due time and form, the corresponding confirmation of receipt will be sent to the lead researcher with a reference number that must be used in any subsequent communication with UNIVERSIDAD EUROPEA.

Under no circumstances will applications be accepted that are incomplete or fail to meet the requirements of time and form.

Applications must be submitted with the following documentation:

- **Application forms for the project**, completing all sections, including the budget and the scientific-technical report.
- **Curriculum Vitae** of all members of the research group, using the standard model of the Ministry of the State Secretary of Research, Development and Innovation Science and Innovation of the Ministry of Economic Affairs and Competition.

SIX. Concepts subject to Funding

The funding awarded may cover up to 100% of the marginal costs of the project. Marginal costs will be considered as those exclusively stemming from the development of activities corresponding to completion of the project.

Funding will be provided for the following concepts:

a) Staffing costs:

- Staff contracted temporarily to take part in the project and with no ties to those permanently contracted by the applying organization.
- Scholarships organized under the project.

Under no circumstances will costs defined as salary bonuses for staff on the workforce be admitted.

b) Execution costs:

- Purchase of small scientific-technical equipment
- Bibliographical material
- Perishable material
- Travel and allowances

c) Indirect costs: up to 15% of the total direct costs awarded to the projects.

SEVEN. Award Procedure

The applications received will be subject to a selection process undertaken by an Assessment Commission consisting of an Honorary Committee and a Scientific Committee made up by experts of recognized standing and assessment experience appointed for this purpose by the Real Madrid International School - Universidad Europea.

The Honorary Committee is made up by: the Rector of Universidad Europea, Ms. Isabel Fernández Martínez; the Chairman of the National Sports Council, Mr. Miguel Cardenal Carro; the Chairman of the Spanish Olympic Committee, Mr. Alejandro Blanco Bravo; the Managing Director of the REAL MADRID INTERNATIONAL SCHOOL - UNIVERSIDAD EUROPEA, Mr. Emilio Butragueño; and the Director-General for Youth and Sports, Mr. Pablo Salazar Gordon.

The assessment process to which applications are subject will consider the following criteria:

- Scientific-technical quality of the project. New development and relevance of the objectives vis-a-vis the objectives of the call for applications.
- Skills and experience of the lead researcher and the rest of the research group.
- Viability of the proposal. Adaptation of the methodology, design of the research and work plan as regards the project objectives. In the case of coordinated projects, complementarity between the participating research teams and benefits from coordination.
- Project planning. Suitability of the project to the priorities and priority objectives of the call for applications.
- Social impact of the results it is intended to achieve. Existence of an appropriate and sufficient communication and transfer plan for the project results.

Based on the scientific value of the project and availability of resources, the Assessment Commission will draw up a proposed decision from the call for applications for the Real Madrid International School - Universidad Europea.

EIGHT. Deadline for a Decision and Notification

The decision on funding for the selected projects will be notified in writing to the beneficiaries before June 30th 2017.

The call for applications may be declared fully or partially abandoned.

No appeals against the decision from the call for applications will be possible.

NINE. Funding Amounts

The maximum amount for each grant (taxes included) will be 6,000 euros.

In order to pay the amount awarded, the beneficiary institution must issue two invoices to Universidad Europea: the first for 50% of the amount upon signing the agreement; and the second for the outstanding amount together with final evidence of the costs incurred.

In the event that said invoices are not exempt from VAT, this tax will be included in the total amount awarded (the amount awarded being the maximum possible payable sum).

TEN. Formalization of the Partnership

The organization to which the lead researcher on the selected project has ties will be required to sign an agreement with UNIVERSIDAD EUROPEA (agreement annex I) within a period of one month following the announcement to award funding.

Signature of said agreement by the legal representative of the applying entity will be an essential requirement for receipt of the funding awarded and will represent a commitment by the entity to support the correct completion of the successful project.

Accrediting documentation or power of legal representation for the applying entity must be attached to the signed agreement.

ELEVEN. Oversight of the Project

The lead researcher of each selected project must submit a final report on the research results to the Real Madrid Chair - Universidad Europea, as well as on the total cost incurred (together with the corresponding justification documents), drafted by the organization to which the lead researcher belongs, in accordance with the justification instructions (Annex III).

The final report on the project will be subject to scientific assessment by experts appointed by the Real Madrid International School - Universidad Europea.

TWELVE. Results and Communication of the Research Projects

The results from the research projects and their communication - in publications or any other media - must cite the Real Madrid Chair - Universidad Europea as a source of funding.

Together with the technical report, the project conclusion must include a summary in article format with conclusions or at least part thereof for publication in KRONOS, the scientific magazine on physical activity and sports of Universidad Europea de Madrid (UEM).

Furthermore, the research team on the project accepts the commitment to provide UEM with the communication results stemming from the project: publication references, congress presentations, prizes and other mentions to which the research team may have access through the project submitted to this call for applications during the two years following award of the funding.

Said results must be reflected in a summary-file according to the instructions contained in Annex IV (Report on Communication Results stemming from the Project).

THIRTEEN. Acceptance of the Terms and Conditions

The act of taking part in this call for applications represents full acceptance of its terms and conditions, as well as the corresponding annexes, its decision (against which no appeals will be accepted) and the waiver of the right to make any form of claim.